



MAYOR DECLARES SATURDAY *SMALL BUSINESS SATURDAY IN SALEM*

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The members of Salem City Council are throwing their support behind a national initiative to help local retailers cash-in on holiday spending this weekend. Mayor Randy Foley signed a Proclamation on Monday night officially endorsing Saturday, November 27, as “Small Business Saturday” in Salem.

“We want to encourage all of the citizens to get out and ‘Shop Salem’ and visit all of the local businesses that we are fortunate to have here,” says Mayor Foley. “These merchants need to know that we support them and that the city and the residents are behind them.”

American Express came up with this idea as a way of helping local retailers create their own niche for shoppers in between “Black Friday” and “Cyber Monday.” No one appreciates the efforts that have been put into this project more than City Council member, Jane Johnson.

“The businesses that contribute to the downtown economy need the support of the local folks and with so much attention focused on shopping at the big box retailers, we just don’t want them to get lost in the shuffle and all of that hype,” says Johnson.

Johnson is the owner of R.M. Johnson & Sons Jewelers, a small business fixture on College Ave. in Downtown Salem since 1992.

“The small businesses and retailers are really the backbone of the economy and the ones who are truly going to get us out of this recession,” she says. “Most of the money spent at our businesses is reinvested right back into the Salem community.”

Economists estimate that for every \$100 spent at locally-owned and independent stores, \$68 is returned to the community through taxes, payroll and other expenditures. According to the United States Small Business Administration, there were nearly 28 million small businesses in the United States last year, and small business has created 65 percent of net new jobs over the past two decades.

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